

MERIT KINGS BOX TEST

	MAY					JUNE					JULY					AUGUST					SEPT.					OCT.					NOV.					DEC.					JAN. '84				
	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30					
WEEK STARTS MONDAY																																													
PACKAGING																																													
•A&K to Production											X																																		
•Production																																													
•Due Public Warehouse																																													
•Due Wholesale																																													
•Sell-in Samples - Field																																													
MGT. MATERIALS																																													
•A&K to Production																																													
•Production																																													
•Due NYO																																													
•Due Field																																													
POS MATERIALS																																													
•A&K to Production																																													
•Production																																													
•Due Carlstadt/Ship																																													
•Due Field																																													
SALES																																													
•Mgt. Meetings																																													
•Mgt. Sell-in																																													
•Retail Meetings																																													
•Retail Coverage																																													
ADVERTISING																																													
•Newsweeklies (Regional)																																													
•Supplements																																													
•ROP																																													
•Outdoor																																													
A = A&K Due																																													
C = Close																																													
2044369086																																													